

NU · WOOD · · ·



DECORATIVE · ACOUSTICAL · STRUCTURAL INSULATION · · ·

COLOR HARMONY

NU-WOOD Interior Finish Products now make it possible for you to decorate your walls and ceilings with full assurance that they will be in complete Color Harmony. For with Nu-Wood there need be no compromise with beauty—you need never say “that’s good enough” with the feeling that you have not quite achieved exactly what was expected.

All Nu-Wood Products combine to give complete Color Harmony to interior decoration—Nu-Wood Tile, Plank Board, Wainscot and Kolor-Trim, together with Nu-Wood Accessories and Moldings. These products are made for each other—so designed in color, texture and pattern to achieve any desired decorative treatment. The manufacturers have had the advice and counsel of the country’s leading authorities in Color Harmony and Architectural Design. Their recommendations, combined with years of “on the job experience” in thousands of interior applications, have made it possible for Nu-Wood to offer this complete interior decoration, insulation and acoustical treatment at one nominal cost.

Nu-Wood Color Harmony is the result of an unceasing search for true beauty, correct architectural and decorative design and real economy. Continuous development has resulted in the Color Harmony which you see on the facing page and on other pages throughout this book.

COVER PICTURE

An early American room, appropriately beautified, quieted and insulated with Nu-Wood. Photograph in full color.

CEILING - Nu-Wood Ivory
Tile, Diagonal Pattern
MOLDING - Kolor-Trim Cove
Pattern No. 1; Color No. 20

WALL - Nu-Wood Random
Plank, Variegated Colors
CHAIR RAIL - Kolor-Trim
Pattern 4, Colors 20 and 60

NU-WOOD Insulating Interior Finish
and Kolor-Trim pre-decorated wood
moldings combined in a full color photo-
graph to show one of the many rich
decorative effects possible with these
color harmony materials. Nu-Wood Tile,
Plank and Wainscot are shown on this
wall and ceiling—offering beauty, insu-
lation and sound control in one eco-
nomical operation.

Kolor-Trim moldings are available in a
variety of colors and patterns which
bring out the rich color and texture of
Nu-Wood—permit a complete job with-
out painting. Nu-Wood and Kolor-Trim
combined are your assurance of complete
color harmony.

WAINSCOT - - Nu-Wood
Wainscot

BASE - - - Kolor-Trim
Pattern No. 2, Color No. 20

DECORATIVE • ACOUSTICAL • STRUCTURAL



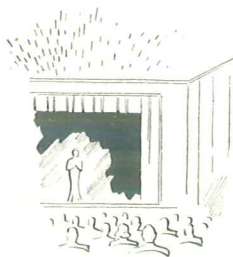
BEAUTY IN DECORATION, noise correction, insulation against heat and cold, all of these things Nu-Wood gives you at one cost in one application. Walls of this room are of Nu-Wood Plank, random widths in variegated colors—ceiling Nu-Wood Tile.

WHAT IS NU-WOOD?

Nu-Wood is processed wood, clean new wood separated into fibres, then interlaced, pressed and cemented into a strong board, having varied textures and colors. It is available in many shapes, sizes and thicknesses—for use in all types of buildings.



NU-WOOD IS A DECORATIVE MATERIAL . . . Architects and designers of today's buildings specify Nu-Wood Insulating Interior Finish. Its rich warm beauty, its variety of design have made it the outstanding individual interior wall treatment. Nu-Wood is suitable for all interiors . . . Homes or churches, offices or theaters, restaurants or schools—wherever beauty is essential and no matter how much or how little you can afford to spend.



NU-WOOD IS AN ACOUSTICAL MATERIAL . . . Because of its slightly textured surface and its cellular construction, Nu-Wood is an excellent acoustical material. It subdues noises arising within the room, and reduces the transmission of noise from one room to another. Such correction is important in any structure whether it be a basement playroom, church or studio. And Nu-Wood gives this acoustical treatment at no extra cost.



NU-WOOD IS A STRUCTURAL MATERIAL . . . Because of its great structural strength, Nu-Wood is also furnished in Lath and Sheathing and Board which add stability to the building. Nu-Wood Lath assures smooth walls, reduces plaster cracks to the minimum, and eliminates dirty lath streaks. Nu-Wood Sheathing is a tough water-proofed board which replaces ordinary material, adding strength and insulation value. Nu-Wood Board comes in large units suitable for structural insulation, or for use in combination with Nu-Wood Interior Finish.



NU-WOOD IS AN INSULATING MATERIAL . . . Because all types of Nu-Wood contain millions of tiny air cells trapped within the board, they offer excellent insulation value. No matter what type, or where used, Nu-Wood offers these "extras" . . . added protection against cold in winter and heat in summer. Used in attic or basement, theatre or office, this insulation value is important. Nu-Wood saves fuel—makes air-conditioning units more efficient.



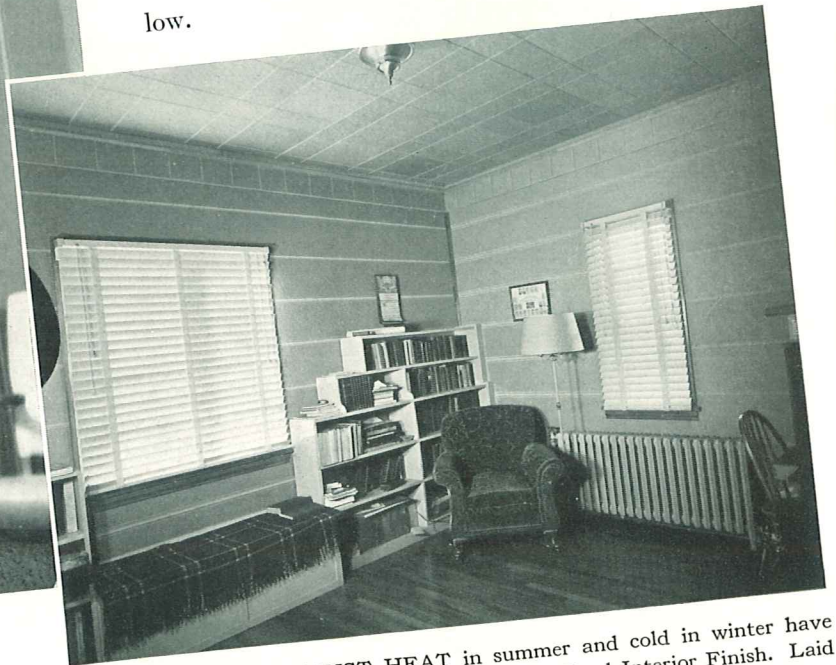
AN EXTRA BED ROOM is quickly and easily built and decorated with Nu-Wood Insulating Interior Finish. The noise correction qualities of Nu-Wood make this an ideal room for rest.

YOU CAN LIVE IN BEAUTY



NU-WOOD INSULATING INTERIOR FINISH PLANK laid vertically adds height to your room, and beauty to the decoration. This type is suitable for any room in the house.

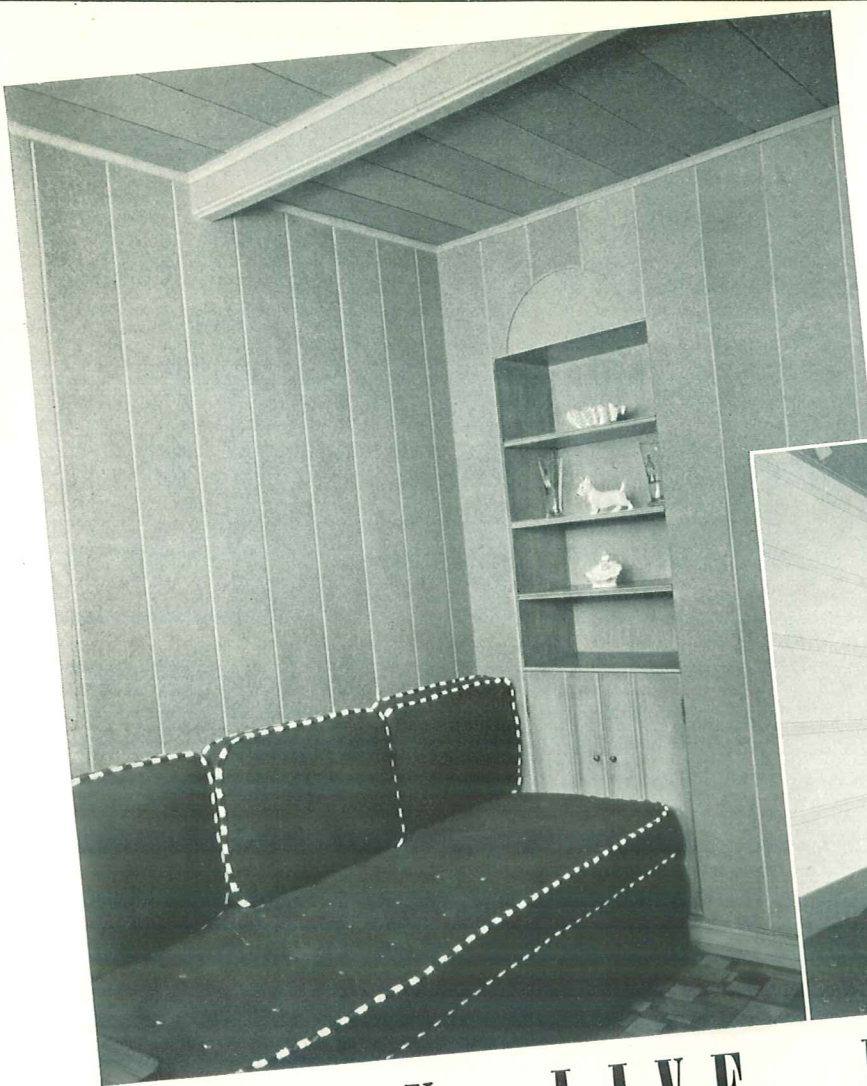
PERHAPS the most interesting thing about this Nu-Wood Book is the fact that you don't have to envy a single picture shown. Your rooms can be done just as attractively, perhaps even more so, at a price you can afford. Throughout this book are illustrations of rooms miraculously made from attics, garages, basements and spaces formerly wasted. Now —because of Nu-Wood Insulating Interior Finish you too can "Live in Beauty" at a cost surprisingly low.



PROTECTION AGAINST HEAT in summer and cold in winter have been brought to this study by the use of Nu-Wood Interior Finish. Laid horizontally, this wall treatment gives the room an appearance of greater size.

A COZY CORNER in a comfortable living room—insulated, decorated and quieted with Nu-Wood. A room in your home can be made just as attractive, quickly and economically.

NU-WOOD WAINSCOT is combined with Nu-Wood Ivory Tile, Moldings and variegated Tile to make this attractive, quiet recreation room.



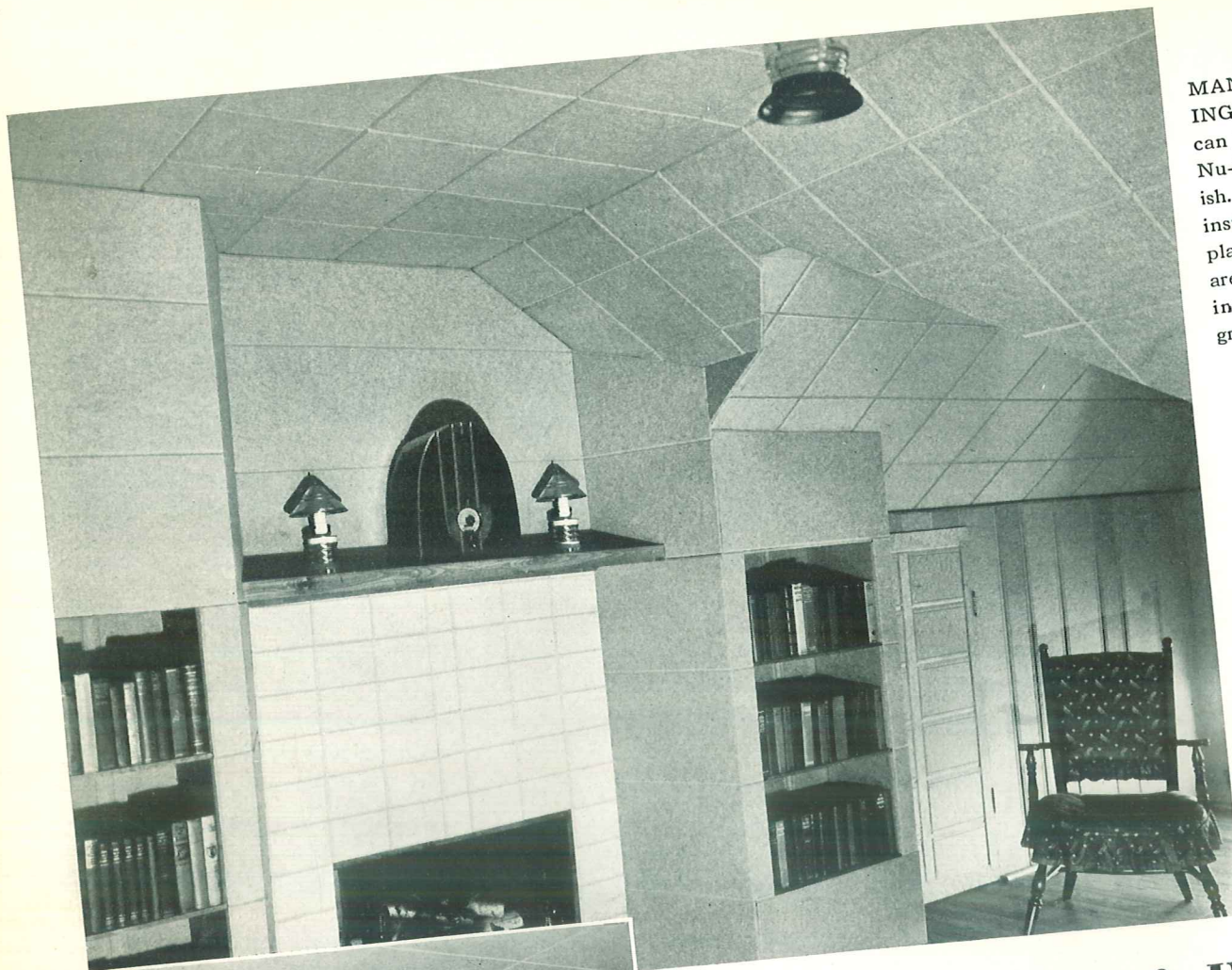
YOU CAN LIVE IN COMFORT

BESIDES beauty, Nu-Wood Insulating Interior Finish adds comfort to any room in which it is used—comfort and protection from the hot summer sun—comfort and protection from bitter winter cold. And the comfort of knowing that with Nu-Wood you have been able to get just the design, color and “feel” you want in your rooms. All this at a cost in keeping with your budget.

IN A CALIFORNIA HOME, Nu-Wood Plank in variegated colors and Nu-Wood Board in Ivory join to beautify this dining room. With Nu-Wood it is possible to achieve a design for any room in your house.



MANY INTEREST-
ING and unusual effects
can be obtained with
Nu-Wood Interior Fin-
ish. In this attic, for
instance, a false fire-
place and book cases
are completely enclosed
in Nu-Wood Board
grooved to suit.



LIVE IN QUIET



BECAUSE NU-WOOD OFFERS noise cor-
rection as well as beauty and insulation, it is
an ideal material for recreation rooms. Here
metal moldings give the design a modern effect.

WHEN YOU DECORATE your basement
with Nu-Wood Interior Finish you keep noise
from penetrating to the rooms upstairs.

NOISE reduction is an important
addition to the decoration and
insulation values of Nu-Wood In-
terior Finish in attics and base-
ments. Children can romp, squeal
or even practice the coronet with-
out disturbing you or your neigh-
bors. And in your living room and
bed rooms you will quickly appre-
ciate "Quiet by Nu-Wood".



A BETTER PLACE FOR WORK

ALL of the advantages of Nu-Wood Insulating Interior Finish join to make this product an ideal material for your offices. Here the design can be made to suit all requirements—strong masculine, bizarre modern, or dignified. No matter what may be your choice, each design offers beauty, quiet and insulation. And though the treatment is inexpensive—the effect is rich and lasting.

NO MATTER WHAT TYPE decoration is desired, a combination of Nu-Wood Interior Finish products can be selected to suit.

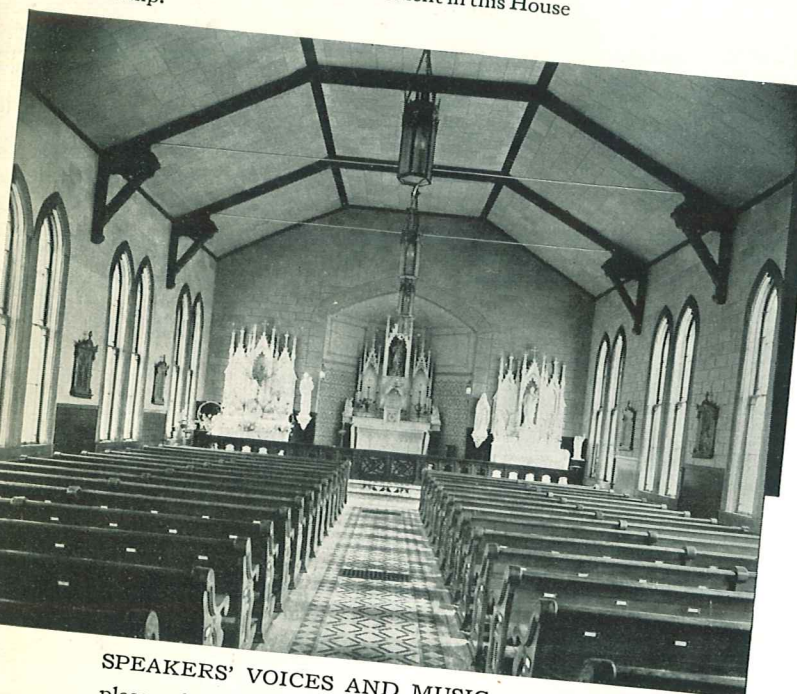
NOISE REDUCES EFFICIENCY, shatters nerves, causes errors—Nu-Wood Interior Finish reduces noise, adds beauty and insulation. Treat the ceilings and walls of your offices and see the difference.

(Top) PRIVATE OFFICE and conference room appropriately decorated in one operation with Nu-Wood Tile and Plank—providing dignity, insulation and sound correction.

IN MARTINSVILLE, INDIANA, this church was beautified, decorated and acoustically treated with Nu-Wood Tile. No other decorating product offers so much for so little.



QUIET, DIGNITY AND REVERENCE have been achieved with Nu-Wood treatment in this House of Worship.



SPEAKERS' VOICES AND MUSIC are more distinctly and pleasantly heard in this church because of Nu-Wood Interior Finish. Nu-Wood products are designed to fit any type of architecture.

REVERENCE DEMANDS QUIET DIGNITY

BEAUTY, dignity and quiet are essential to all "Houses of Worship", and they are qualities that Nu-Wood Insulating Interior Finish offers in abundance. Photographs on this page and throughout this book show the rich beauty and variety of design possible—show that Nu-Wood adapts itself to any type of architecture.

What can't be shown is the peaceful quiet that Nu-Wood brings—the ease with which the speaker's voice carries to the far corners of the room, and the surprising economy of this interior treatment. Also that Nu-Wood actually pays for itself in fuel savings. Consult your architect or ask your lumber dealer to show you some churches in which Nu-Wood has given beauty of decoration and acoustical treatment.

THE HUSH OF SACRED BEAUTY

CHAPELS must have beauty—a reserved charm, simple but impressive. Nu-Wood Insulating Interior Finish, in proper design, actually looks quiet—and it quiets any room in which it is used. Nu-Wood is built to fit any type of architecture to enhance the design and to add a rich color which only it can give. Visitors will comment on your good judgment when you decorate with Nu-Wood.

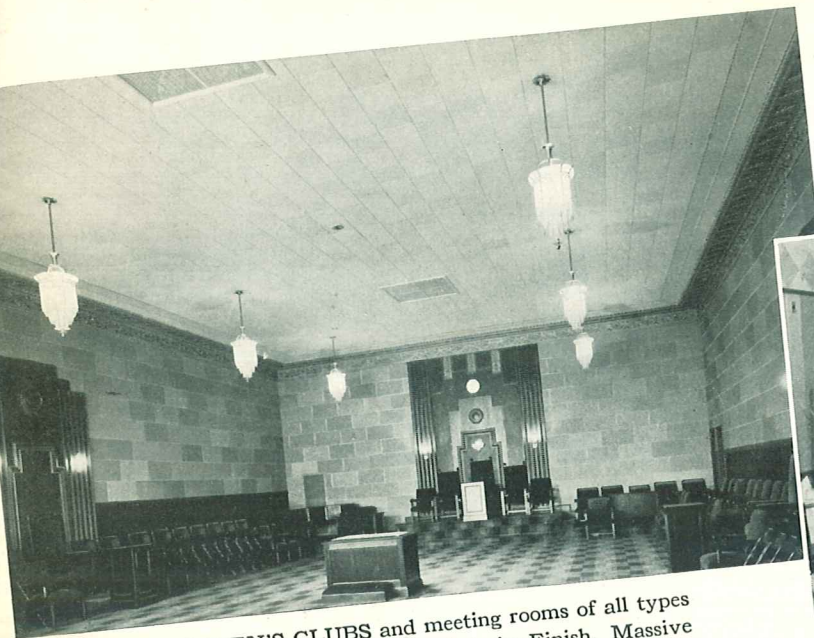


(Above) BY COMBINING NU-WOOD TILE and Board on walls and ceilings with Nu-Wood Moldings, a beautiful appropriate effect has been achieved in this funeral home.

(Right) AT SAN FRANCISCO, CALIFORNIA, the ceiling of this beautiful funeral home has been acoustically treated, decorated and insulated by use of Nu-Wood Plank in variegated colors.

(Top) QUIET REVERENCE is achieved in this attractive funeral home in Buffalo, New York, by use of Nu-Wood Plank on walls, and Nu-Wood Board scored on ceilings.

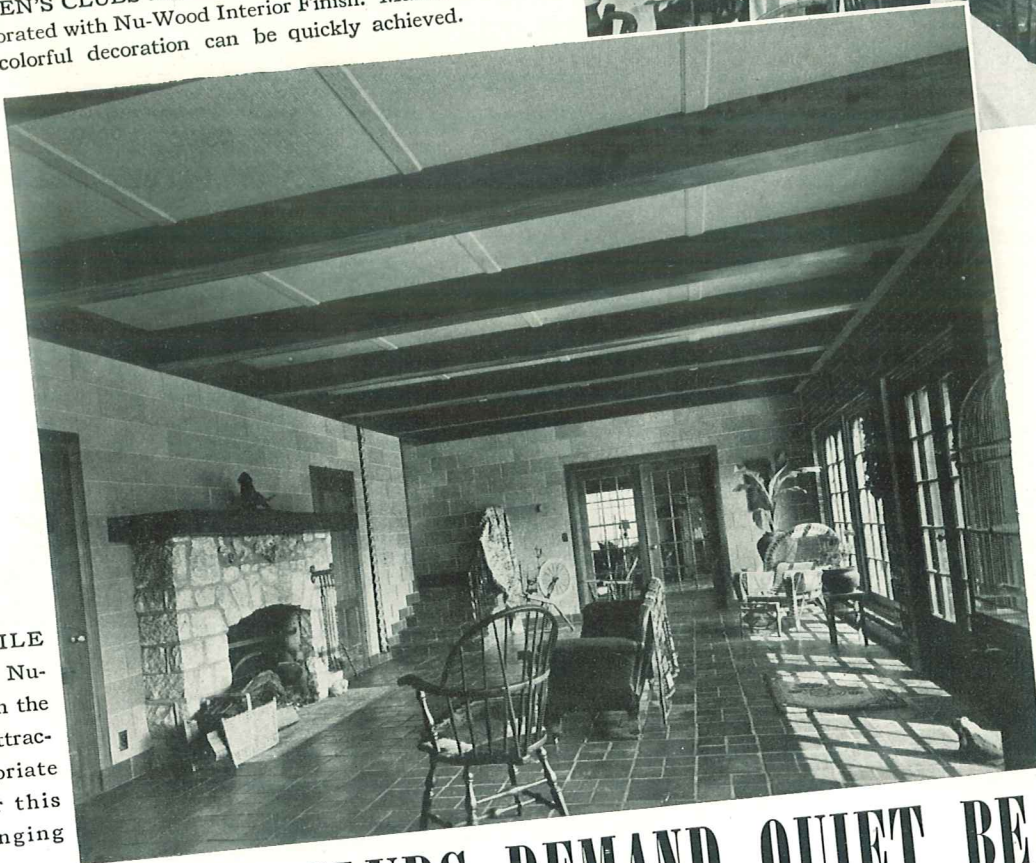




IN CLUB DINING ROOMS as well as in meeting rooms, Nu-Wood Interior Finish offers quiet, decoration and insulation.



LODGE ROOMS, MEN'S CLUBS and meeting rooms of all types are appropriately decorated with Nu-Wood Interior Finish. Massive beauty or delicate colorful decoration can be quickly achieved.



NU-WOOD TILE on the walls and Nu-Wood Wainscot in the ceilings offer an attractive and appropriate decoration for this beautiful lounging room.

SMART CLUBS DEMAND QUIET BEAUTY

MEN prefer a rugged masculine type of decoration in their clubs—women like their interior designs soft, delicate, colorful. Because Nu-Wood so completely answers these varied demands, it has been

used in outstanding clubs throughout the country. And Nu-Wood is popular, not only because of its beauty and adaptability, but because it is so quickly and economically applied without muss or bother.

CORRECT ACOUSTICAL REPRODUCTION is achieved in this West Coast studio by the use of Nu-Wood Interior Finish. Not only does this finish offer acoustical treatment, but beauty of design as well.

EFFICIENT PRACTICAL STUDIO TREATMENT



RADIO studios, where efficiency is of utmost importance, use Nu-Wood Interior Finish. They use it in broadcasting and audition rooms where acoustical treatment is important as well as in reception rooms for decorative purposes. What more need be said of the acoustical value of Nu-Wood? What more need be said of its beauty—for radio stations are known for their attractive decoration. Nu-Wood suits the most discriminate. It offers gay designs for the art studio—subdued quiet for the student.

(Above)
THROUGHOUT THE BROADCASTING studio of K W O S, Jefferson City, Missouri, Nu-Wood Interior Finish has been used for beautifying and acoustical treatment.

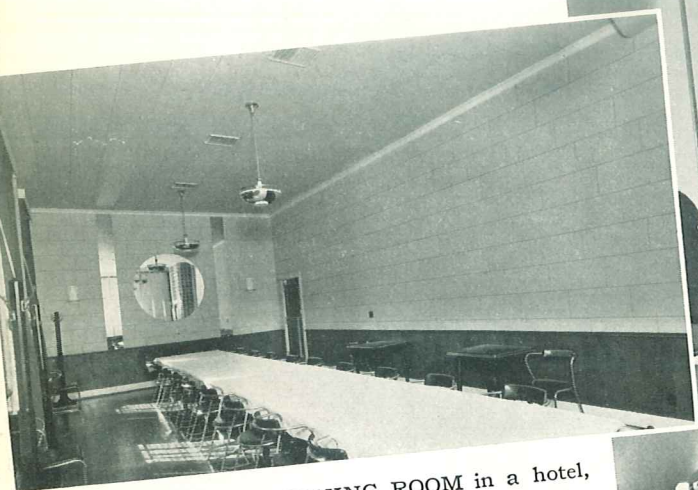
BEAUTY AND QUIET are of like importance to students, artists and writers. In this artist's studio, an attractive effect is achieved with Nu-Wood Board cut in modern design.

"IT'S A WONDERFUL PLACE"

WHEN your patrons tell their friends "It's a Wonderful Place", you get the best advertising that can be had. And your patrons will tell their friends, when you decorate with Nu-Wood. Nu-Wood Interior Finish is new—different—easy to apply. It can be placed over present walls quickly with no fuss. The noise correction value and insulation alone are worth the cost—but you get that extra when you decorate with Nu-Wood.



IN MODERN DESIGN, Nu-Wood Interior Finish blends perfectly with the wood panel walls of this tap room. There is no limit to the wall treatments possible with this material.



PRIVATE DINING ROOM in a hotel, insulated, decorated and acoustically treated with Nu-Wood Interior Finish.

AN ATTRACTIVE COCKTAIL lounge decorated and treated against noise in the modern manner with Nu-Wood Board. Wainscot and ceiling friezes cut from Tuff-Wood.

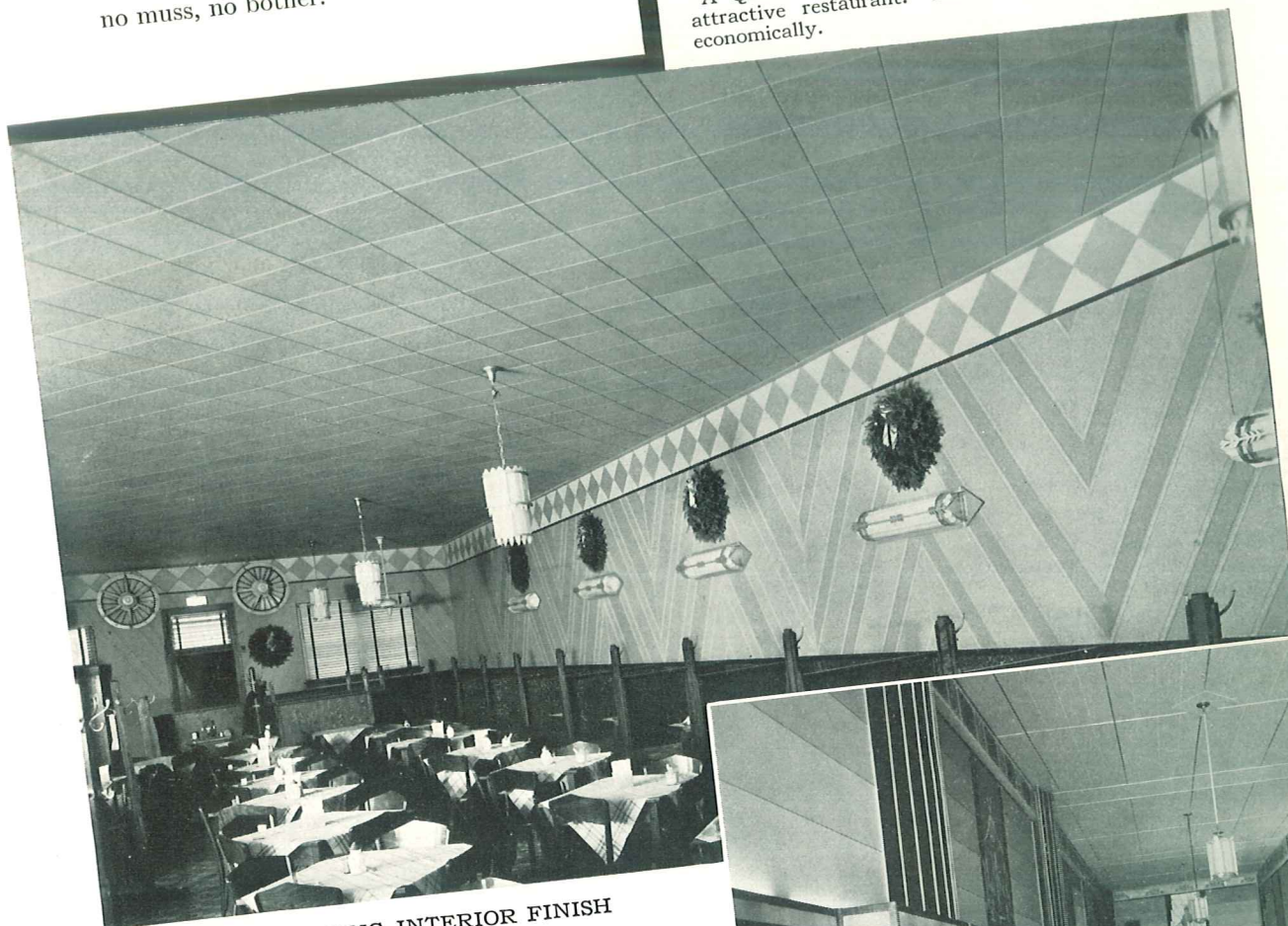


PUT QUIET ON YOUR MENU

YOU don't have to charge for quiet in your restaurant, but it will pay you—in increased patronage. People like to eat in a quiet room—where the clatter of dishes is subdued—where kitchen noises do not penetrate—where conversation is reduced to a low murmur. Your dining room can afford this quiet because you "Put Quiet On Your Menu" free when you beautify with Nu-Wood Interior Finish. You can install Nu-Wood quickly—without loss of patronage—no muss, no bother.

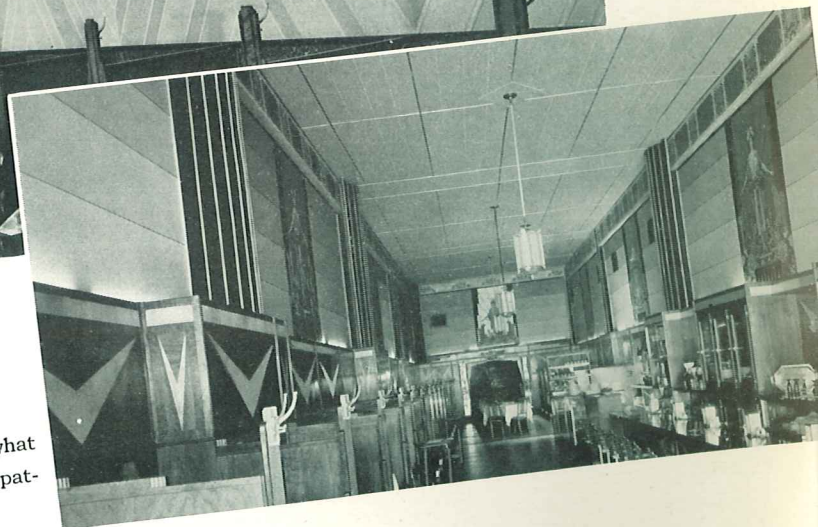


"A QUIET PLACE TO EAT," appropriately describes this attractive restaurant. Nu-Wood does the job quickly and economically.



NU-WOOD INSULATING INTERIOR FINISH with its soft shades of color and modern designs radiate charming hospitality—assures quiet and comfort for your patrons.

NO MATTER WHAT THE DESIGN or what type of decoration is desired, Nu-Wood can be patterned to suit.



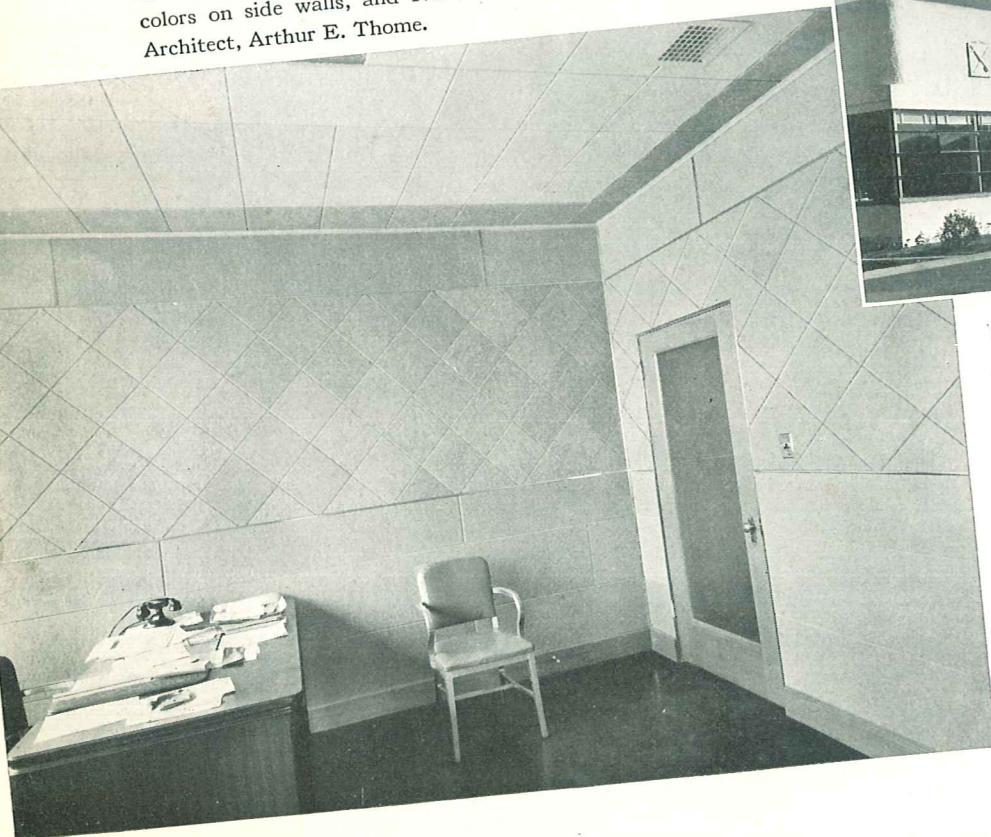
TAILOR MADE INTERIORS



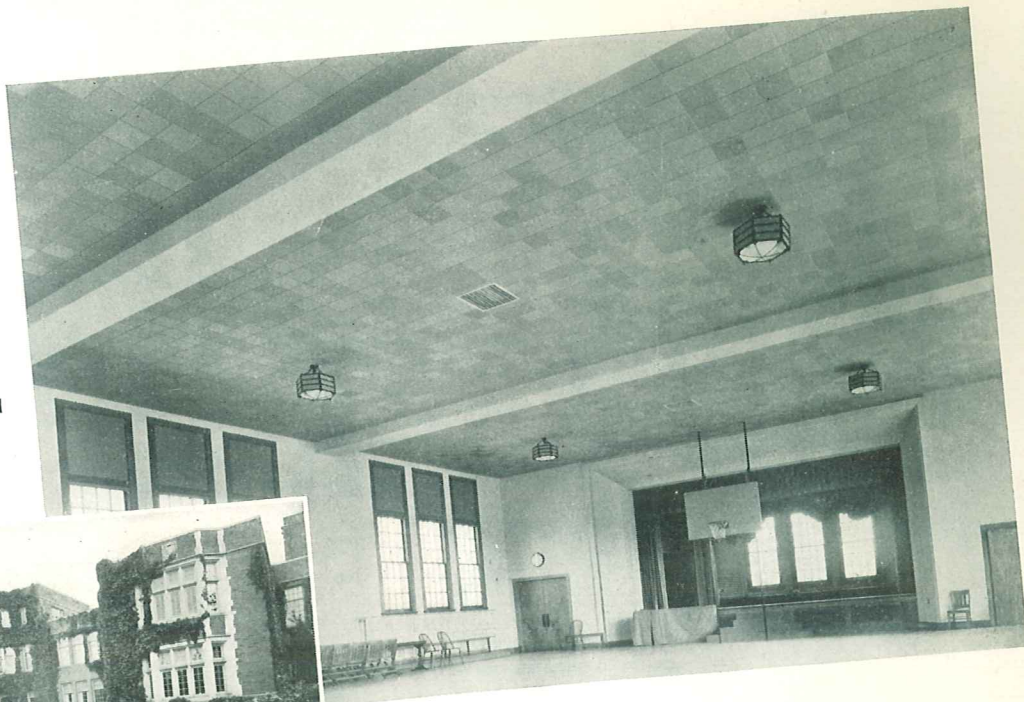
NU-WOOD is adaptable to all types of architectural design. The recreation room of this colonial home in St. Paul, Minnesota, is decorated with Nu-Wood random width Plank in variegated colors on side walls, and Nu-Wood Ivory Tile in the ceiling. Architect, Arthur E. Thome.



IN THIS MODERN AIRPORT OFFICE of the Stearman Hammond Aircraft Corporation, San Francisco, California, Nu-Wood Tile and Plank appropriately carry out the modern design. Chrome moldings are used for joint treatment. Designed by Alfred P. Fisher.



SO THAT GYMNASIUM NOISES do not penetrate to other class rooms, disturbing students, Nu-Wood Tile is used in this gymnasium ceiling, adding beauty in addition to acoustical treatment. Summit School, St. Paul, Minnesota, Architect C. H. Johnston.



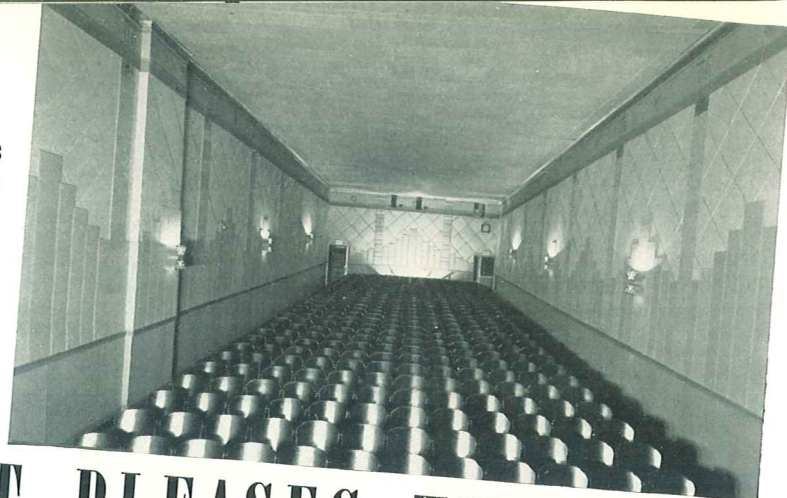
BEAUTY INSIDE BEAUTY OUTSIDE



THE BEAUTIFUL FIFTH CHURCH of Christ, Scientist, at Indianapolis, Indiana, is appropriately acoustically treated with Nu-Wood Plank laid between the ceiling members. With such treatment speakers' voices penetrate more distinctly to the people in the rear of the room. Foster Engineering Company, Ltd., Architects.

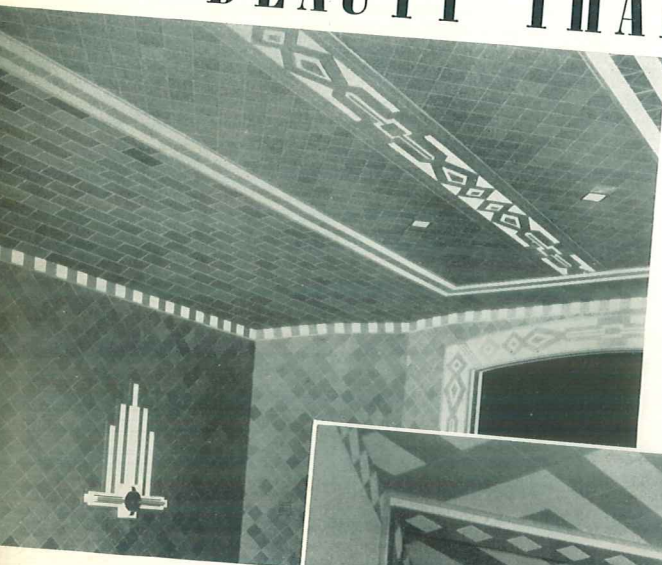


LARGE AND SMALL THEATRES alike find Nu-Wood Interior Finish the ideal material for wall and ceiling treatment. Variegated shades of Nu-Wood Tile, Board and Wainscot were used to give this theatre beautiful interior treatment and to achieve proper acoustical correction.



BEAUTY THAT PLEASES THE EARS

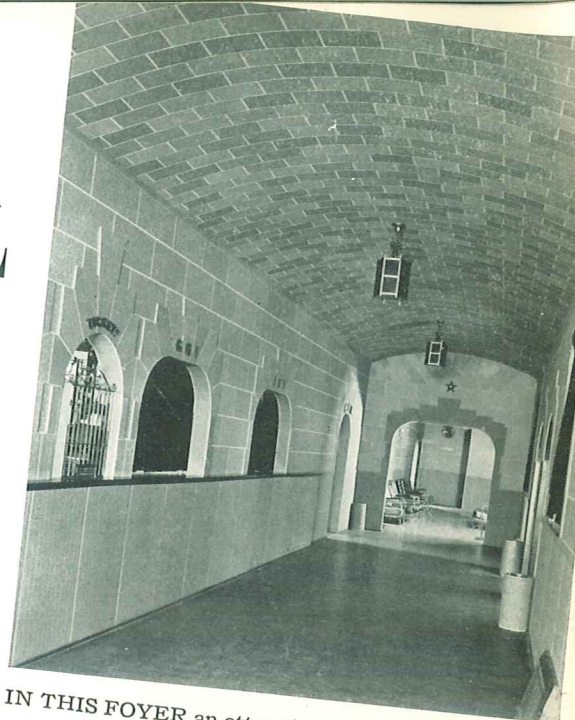
TODAY you can expect more from your interior decoration than beauty. You can expect acoustical correction and added insulation. With Nu-Wood Insulating Interior Finish, you can get the widest range of beautiful interior treatments imaginable. This book can't begin to show you the designs possible—or what the acoustical treatment will add to the "hearability" of the back rows. Ask your architect to sketch some designs to fit your theatre. Then use Nu-Wood for "Beauty That Pleases the Ears and Eyes".



IN THE SERF THEATRE, LAS VEGAS, New Mexico, an appropriate Indian design was achieved by a combination of Nu-Wood Interior Finish products. Improved acoustics, insulation and decoration were made possible in one application.

NOISE CONTROL PLUS EYE APPEAL

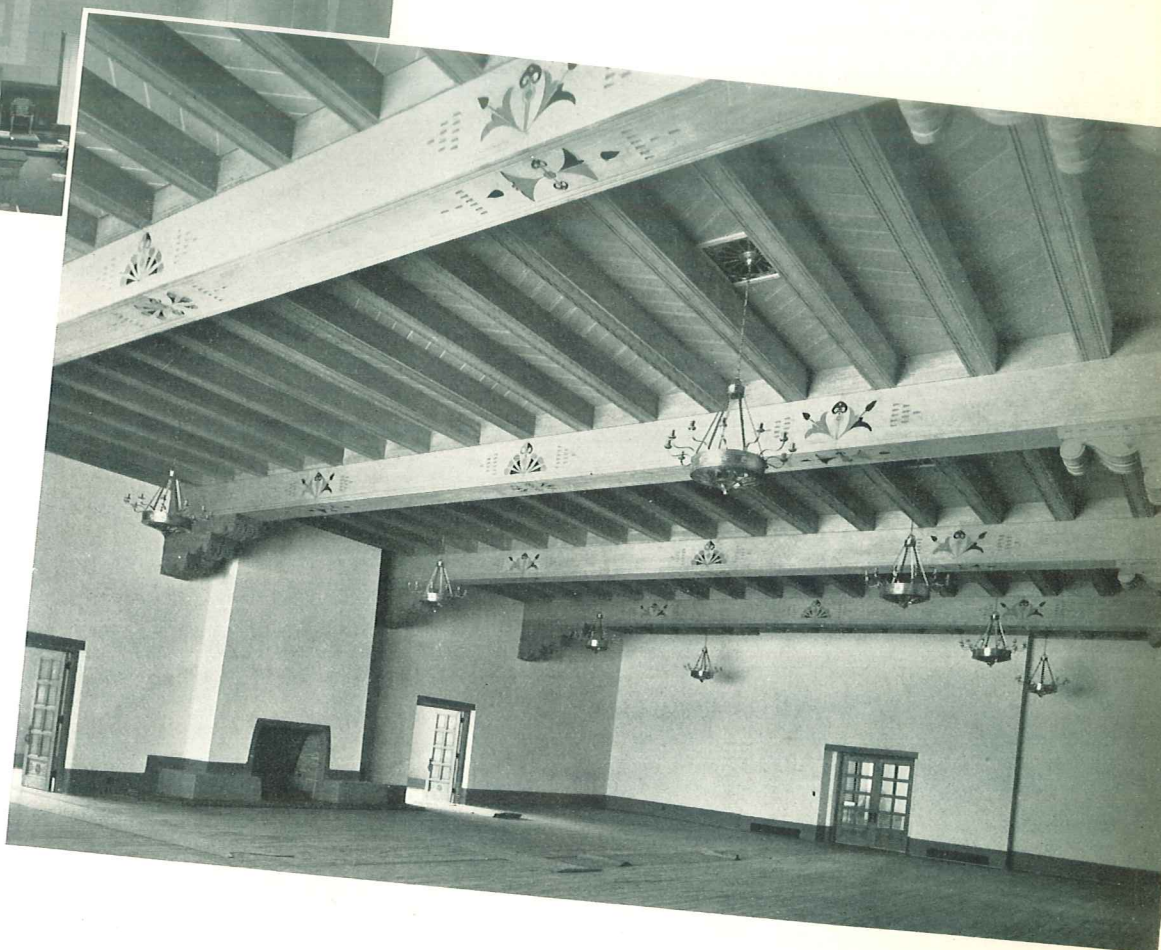
NU-WOOD Insulating Interior Finish costs no more than ordinary materials, yet it serves three different purposes—and serves them well. You can see the beauty of Nu-Wood throughout this book—what you cannot see is the unbelievable improvement in acoustics effected in any room in which it is used. Other things you cannot see are the actual fuel savings and added comfort provided by Nu-Wood.



IN THIS FOYER an attractive combination of various types of Nu-Wood Interior Finish have been used to complete an interesting design.



LODGE HALL, SAN FRANCISCO, California. No matter what the size, shape or design of the room, a Nu-Wood pattern can be created to enhance its beauty, adding insulation and acoustical treatment as well.



AUDITORIUM IN STUDENT UNION Building, University of New Mexico. Nu-Wood Plank was used in the ceiling to fit in with the architectural design and reduce noises within the room. Architect, John Gaw Meem.

FOR EVERY TYPE OF STORE—for every type of decoration, Nu-Wood Insulating Interior Finish is appropriate. Nu-Wood quiets rooms in which it is used, making it easier for your clerks to hear, and more pleasant for your customers.



IMPROVEMENTS THAT WILL INCREASE PROFITS

YOU are in business to make money. If, with a small investment, you can greatly increase your patronage, you would gladly make that investment. Then why not do what store owners all over the country are doing—modernize—with Nu-Wood Insulating Interior Finish. A few dollars invested in an interesting, appropriate design would bring new customers into your store and the old ones back more often. Work can be done quickly over a week-end—no loss of trade.



AN INTERESTING MODERN treatment is achieved in this attractive florist shop by combining Nu-Wood Interior Finish in various shapes, patterns and colors.

GYMNASIUM CEILING, Crookston, Minn., decorated with Nu-Wood variegated Tile—reduces noise from excited children at play—makes band and orchestral practice possible without disturbing students in other rooms.

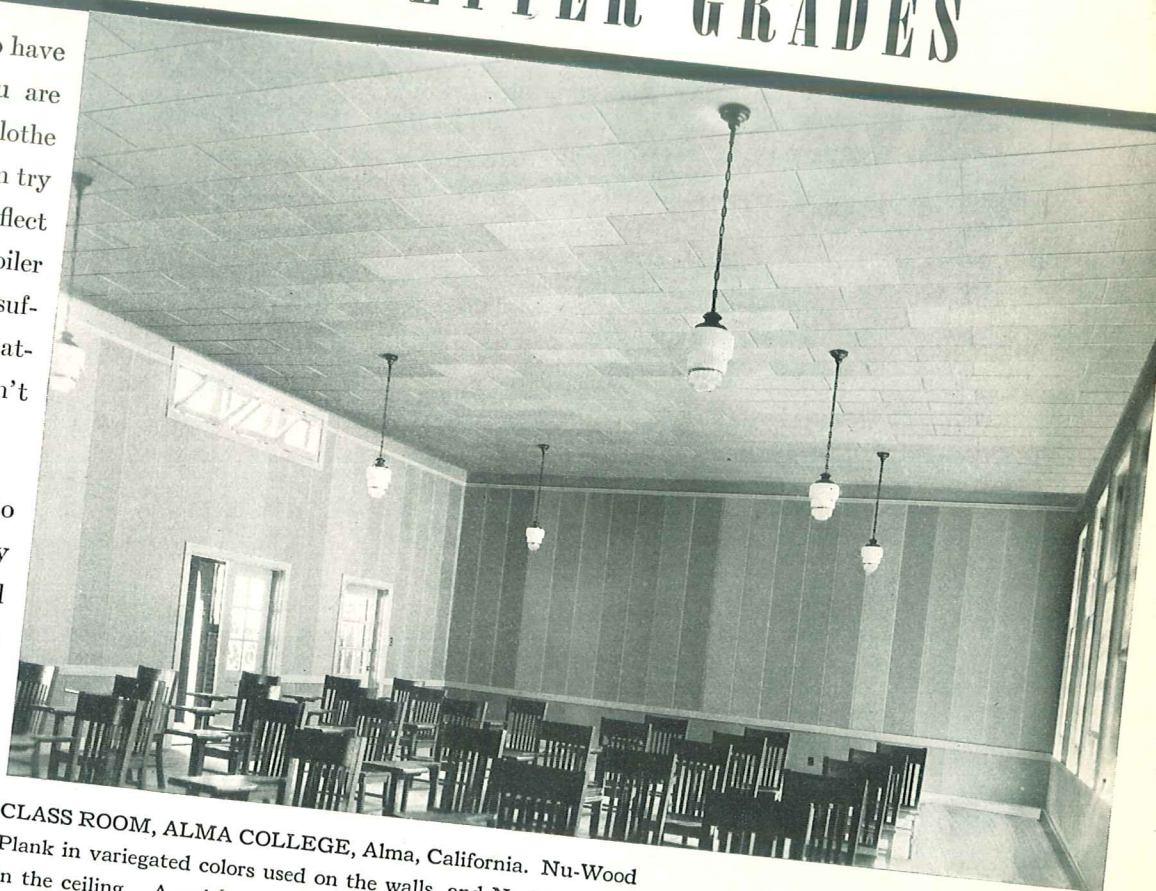


QUIET IS IMPORTANT to any school room—children are able to concentrate better—can better hear their teachers. Give your children the advantage of quiet plus beauty with Nu-Wood Interior Finish.

QUIET PRODUCES BETTER GRADES

YOU want your children to have every advantage—you are careful of their food, you clothe them well. Yet, many of them try to study in rooms that reflect sound like the walls of a boiler factory. Don't make children suffer low grades—because of irritating noise—because they can't hear.

Your children can't get used to noise, and neither can you. Why make them try when Nu-Wood corrects this condition—adding beauty and insulation.



CLASS ROOM, ALMA COLLEGE, Alma, California. Nu-Wood Plank in variegated colors used on the walls, and Nu-Wood Tile in the ceiling. A quiet restful effect is attained with these materials which also combine insulation value.

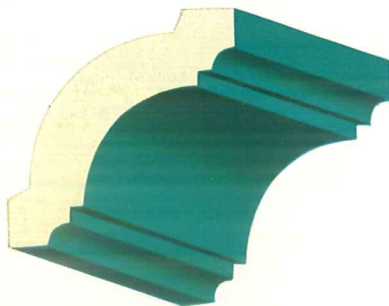
KOLOR-TRIM PRE-DECORATED WOOD MOLDINGS

Kolor-Trim Moldings are something entirely new in the interior decoration field. They are pre-decorated wood moldings designed specifically to bring out the full beauty and color harmony of Nu-Wood Interior Finish. These moldings are made of Ponderosa Pine—are available in three patterns and in six colors as shown below. On this and the next page are shown a few of the

many treatments possible with Kolor-Trim Moldings.

The full range of colors available offers a selection suitable for every design. All colors are chosen to blend perfectly with the rich shades of Nu-Wood. Being pre-decorated, it is only necessary to select the color combination required, and the carpenter does the complete interior finish job—the last word in economy.

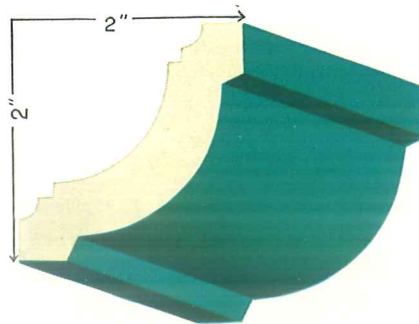
COLORS, PATTERNS, and SIZES of KOLOR-TRIM MOLDINGS



Cove, Standard Usage

COVE, PATTERN No. 1

Shown in green, this pattern only is reversible, enameled on both sides. Available in Tan, Green, and Ivory colors. Size—2"x2".



Cove, Reversed

CHAIR RAIL, PATTERN No. 2

Shown in brown. Available in Tan, Green, Ivory, and Brown. Size— $\frac{5}{8}$ "x2 $\frac{3}{4}$ ".



Chair Rail

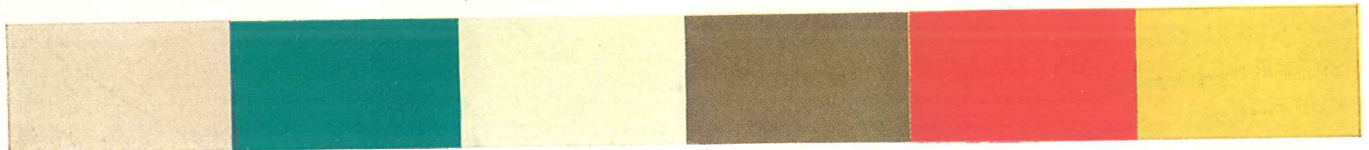


Bead

BEAD, PATTERN No. 4

Shown in Vermilion. Available in Tan, Green, Ivory, Vermilion, and Gold. Size— $\frac{1}{4}$ "x $\frac{3}{4}$ ".

KOLOR-TRIM MOLDING COLORS



No. 10 Tan

No. 20 Green

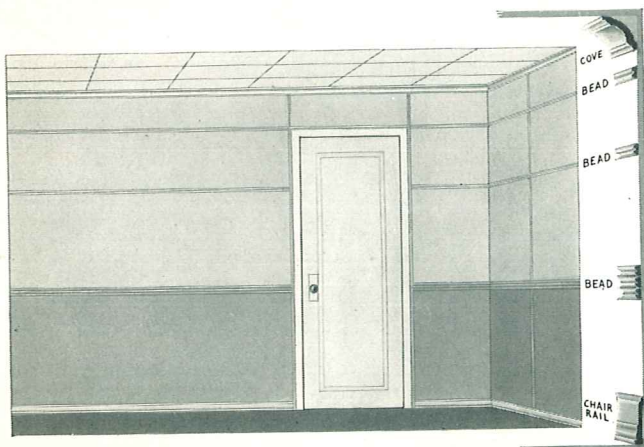
No. 30 Ivory

No. 40 Brown

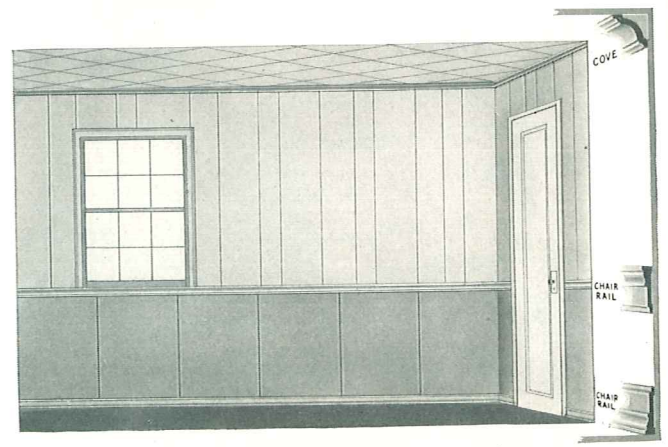
No. 50 Vermilion

No. 60 Gold

SUGGESTED DESIGNS USING KOLOR-TRIM MOLDINGS



Ceiling: Nu-Wood Ivory Tile: Kolor-Trim Cove: Upper walls, Nu-Wood Ivory Board with Kolor-Trim Bead at joints: Wainscot, Nu-Wood Tan Board using three Bead combination for Chair Rail: Base, Kolor-Trim Chair Rail.

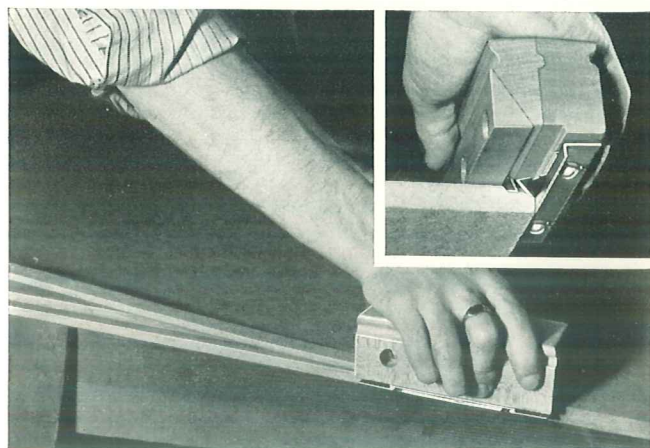


Ceiling: Nu-Wood Ivory Tile diagonal: Kolor-Trim Cove: Upper Wall, Nu-Wood random width Plank: Kolor-Trim Chair Rail, also window and door casing: Lower Wall, Nu-Wood Wainscot: Base, Kolor-Trim Chair Rail.

INTERIOR DESIGN - - JOINT TREATMENTS

To increase the design possibilities of Nu-Wood Board and Kolor-Trim the Bevil-Devil No. 101 has been developed. This tool, together with the standard Bevil-Devil shown on page 25, makes possible all the joint treatments and cuts shown on this page. It is an inexpensive cutter, available through lumber dealers, which in one operation makes two cuts forming a recess at the edge of the board. Cuts made with these tools may vary in depth as desired.

BEVIL-DEVIL NO. 101 CUTTING RECESS



Bevil-Devil No. 101 cutting beveled recess edge of Nu-Wood Board. Inset shows angle of blades to cut this joint.

CUTS MADE WITH BEVIL-DEVIL NO. 101



Square Recess

Beveled Recess

These cuts at the edge of the Nu-Wood Board make possible joint treatments shown below.



Beveled Recess and Bead

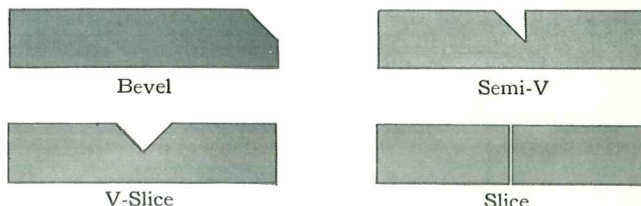
Square Recess and Bead

To make the joints more decorative and colorful they should be cut to allow placement of Kolor-Trim Bead at bottom of recess. The above drawings show two

popular treatments. Each is equally effective—the choice depending upon the amount of shadow desired. The depth at which the Bead is set is optional—the usual practice is to set the top of the Bead flush with the top of the board. Recess can be cut to allow more than one Bead Molding if desired.

STANDARD BEVIL-DEVIL CUTS

The standard Bevil-Devil (page 25) will make bevels, grooves, or slices. Below are shown cuts which can be made on Nu-Wood Board and with which can be worked out an unlimited variety of interior treatments.



Bevel

Semi-V

V-Slice

Slice

SPECIAL JOINT TREATMENTS

By combining the cuts made with these two tools the joint treatments shown below can be made. By working these joints into the design of the interior there will be no obvious joints as such. Each joint can be made a part of the design as shown at the bottom of page 22.



Beveled Butt Joint

Beveled Ship-Lap Joint

The beveled butt joint is one of the simplest to use and easiest to make. However, for a better, tighter, less obvious joint, the beveled ship-lap joint should be used.



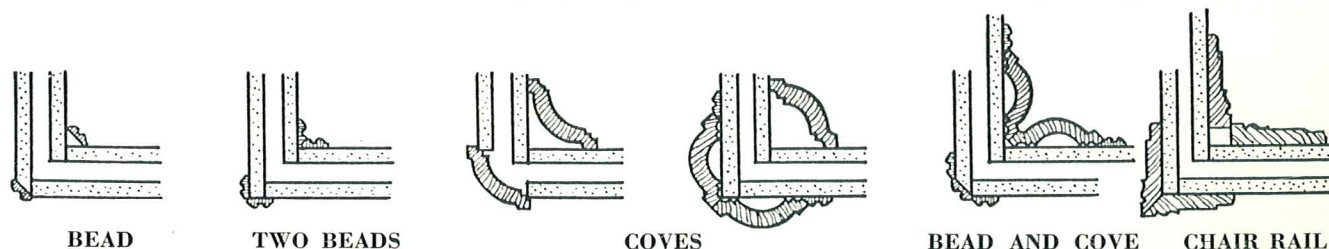
Butt with Kolor-Trim Bead

Butt with Three Beads

The Butt Joint with Kolor-Trim Bead is the simplest joint treatment. It does not, however, have quite the finesse of some of the others. The Butt with three Kolor-Trim Beads is commonly used as Chair Rail. Often a variety of colors in combination are used to create interesting effects.

FOR COMPLETE WORKING DATA WRITE US FOR A NU-WOOD INTERIOR FINISH APPLICATION BOOK.

SUGGESTED KOLOR-TRIM MOLDING INSIDE AND OUTSIDE CORNER TREATMENTS.



BEAD

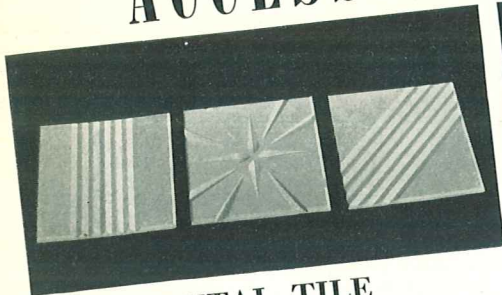
TWO BEADS

COVES

BEAD AND COVE

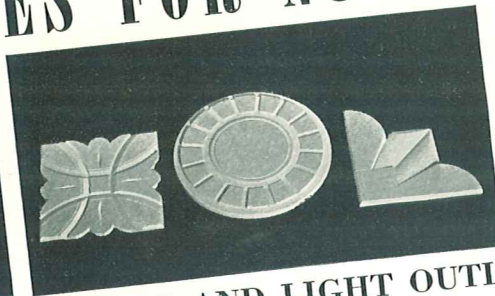
CHAIR RAIL

ACCESSORIES FOR NU-WOOD INTERIORS



ORNAMENTAL TILE

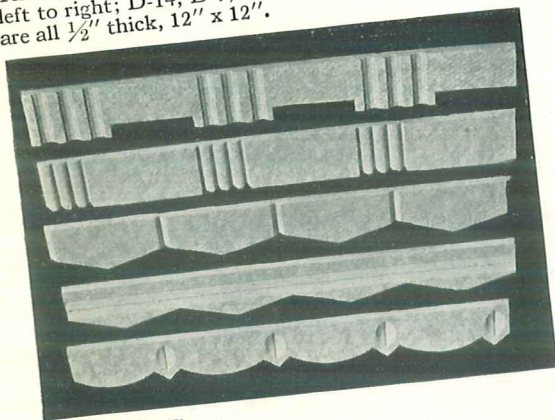
Three patterns 12" square Tile, identified from left to right; D-14, D-7, D-8. These designs are all $\frac{1}{2}$ " thick, 12" x 12".



CORNER AND LIGHT OUTLET OVERLAYS

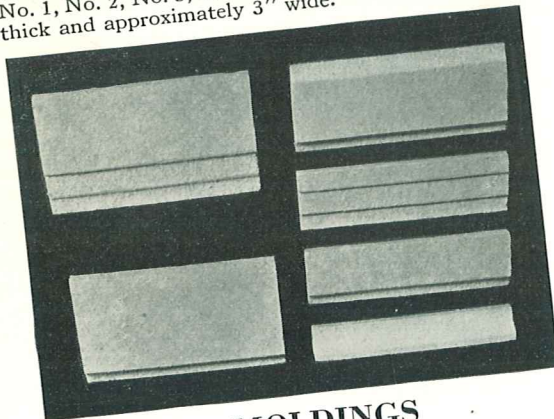
Above outlets are as follows: (Left) A-1, $\frac{1}{2}$ " x 12" x 12"; (Center) V, 1" x 16" diameter; (Right) No. 23, $\frac{1}{2}$ " x 12" x 12".

Above outlets are as follows: (Left) No. 21, $\frac{1}{2}$ " x 14" x 14"; (Center) G, 1" x 16" x 16"; (Right) No. 22, $\frac{1}{2}$ " x 14" x 14".



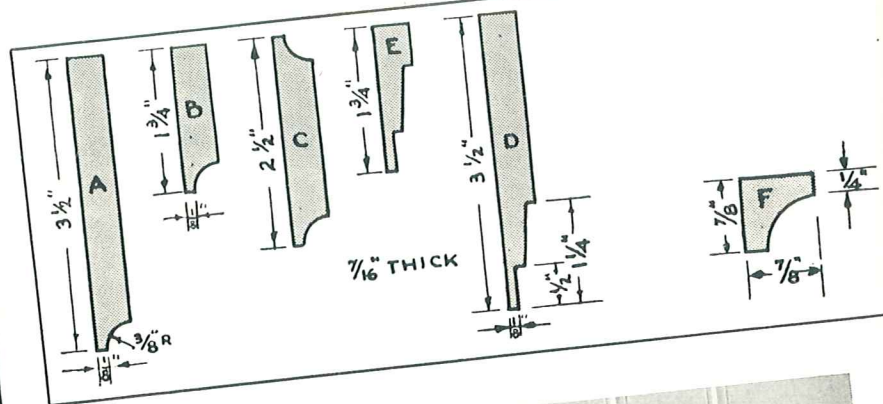
FRIEZES

Five friezes are identified as follows: Bottom to top, No. 1, No. 2, No. 3, No. 4, No. 5. They are all $\frac{1}{2}$ " thick and approximately 3" wide.



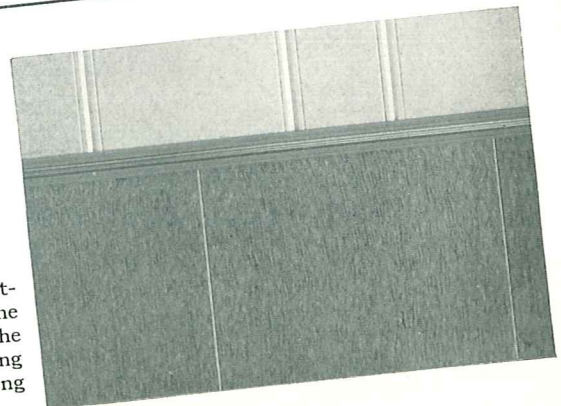
NU-WOOD MOLDINGS

Nu-Wood Moldings are made of special Nu-Wood stock and are designed to trim Nu-Wood Tile, Plank, Wainscot and Board. They are identified as follows: Left top to bottom, D Molding, A Molding. Right top to bottom, E Molding, B Molding and F Molding. Profiles of these moldings, properly identified, are shown above right.

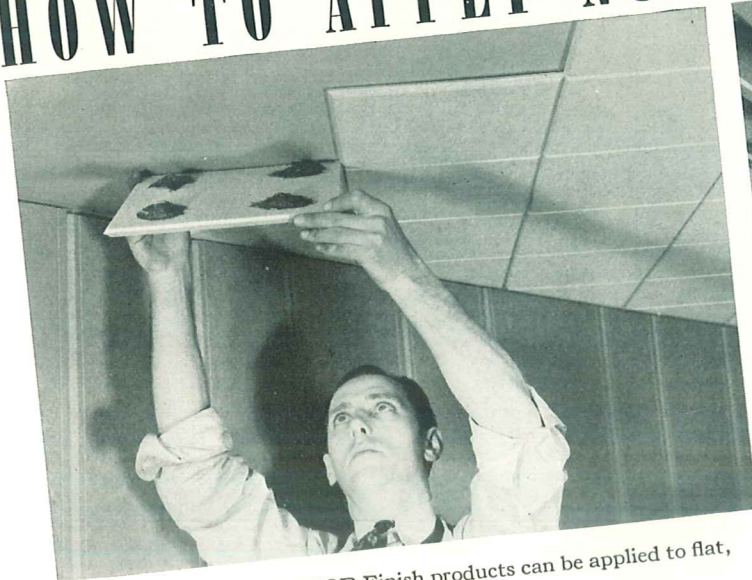


NU-WOOD WAINSCOT

(Right) Photograph showing a section of wall treated with Nu-Wood Wainscot and Plank. Notice the special ship-lap joint on the vertical edges of the Wainscot making an interesting decoration requiring no joint treatment. Chair Rail is made by combining three pieces of Kolor-Trim Bead Molding No. 4.



HOW TO APPLY NU-WOOD INTERIORS



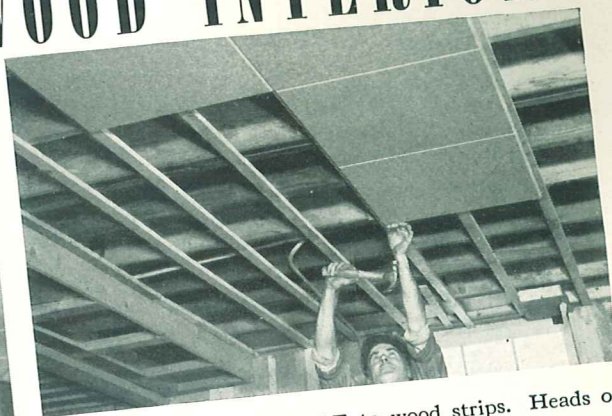
ALL NU-WOOD INTERIOR Finish products can be applied to flat, clean areas with Adhestik cement.

THE two most common methods of applying Nu-Wood Insulating Interior Finish are by nailing and cementing. Both methods are shown on this page. Finishing nails are used when there is a suitable nailing base—cement is used when Nu-Wood is to be placed over old, sound plaster.

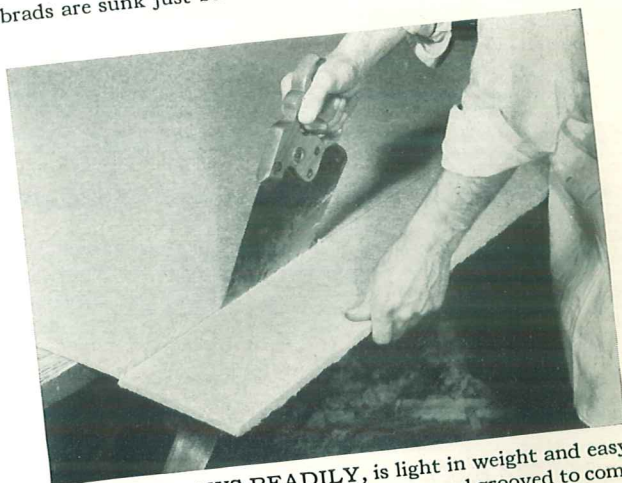
For use in combination with Nu-Wood Tile, Plank, and Wainscot when large unbroken areas or special groovings and patterns are desired, use Nu-Wood Board. This material in large units has many uses, and like all Nu-Wood Products, may be cut and grooved with a Bevil-Devil or other grooving tool. It may be sawed or cut with a knife and designed to fit a multitude of special patterns.

Nu-Wood Board has many uses in addition to interior finish. It serves as a sheathing where greater thickness and strength are not required. It is used extensively to build small structures, cottages, and summer homes. Because it offers excellent insulation value, Nu-Wood Board is used widely for farm buildings—poultry houses, dairy barns—in fact, wherever temperature control and structural strength are required.

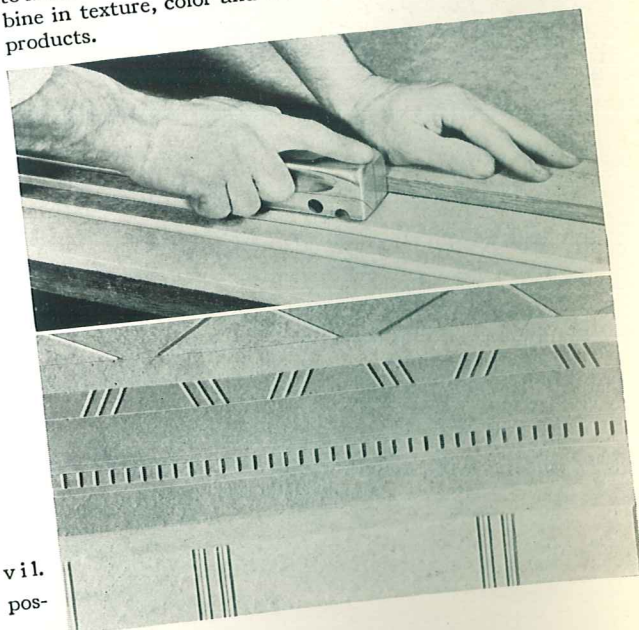
GROOVING NU-WOOD BOARD with Bevil-Devil.
(Bottom) A few of the many interesting treatments possible with this and other similar tools.



NAILING NU-WOOD TILE to wood strips. Heads of brads are sunk just below surface.

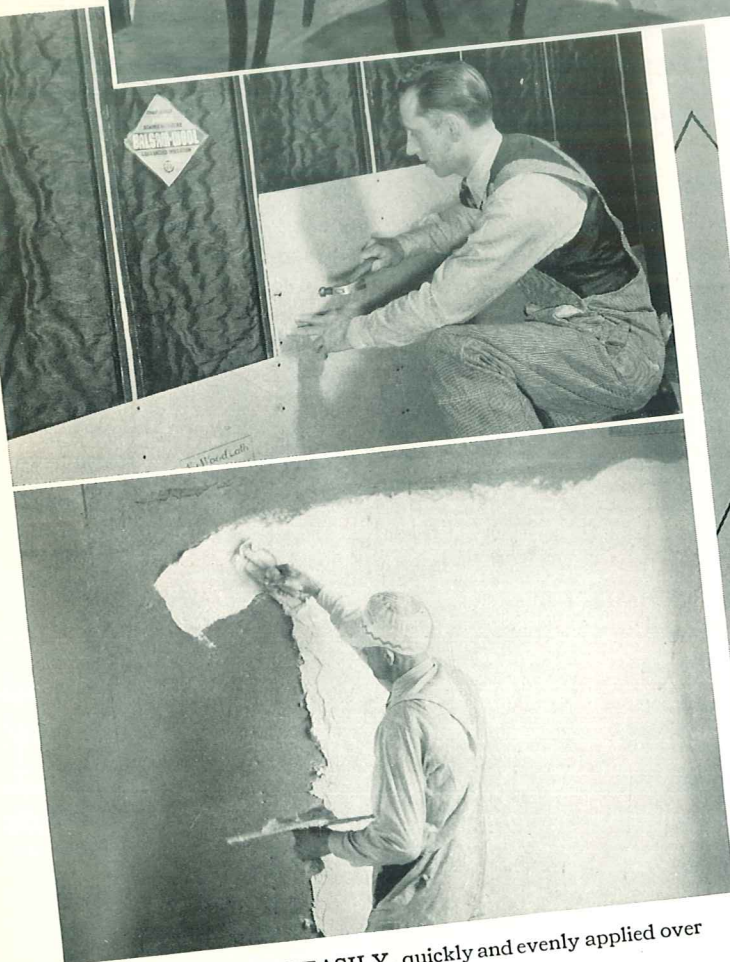


NU-WOOD SAWS READILY, is light in weight and easy to handle. Nu-Wood Board can be cut and grooved to combine in texture, color and treatment with other Nu-Wood products.





NU-WOOD INSULATING LATH assures smooth, true walls like these—eliminates dirty lath marks, reduces plaster cracks to a minimum and protects against heat and cold.



(Above) PLASTER IS EASILY, quickly and evenly applied over Nu-Wood Insulating Lath.
(Top) NU-WOOD INSULATING LATH is easy to handle, fits snug, adds structural strength.

NU-WOOD INSULATING LATH

NU-WOOD Insulating Lath in its primary purpose acts as a strong, rigid plaster base—taking plaster readily and holding it with several times greater bonding strength than ordinary materials.

But of even greater importance to you are the other advantages of Nu-Wood Insulating Lath—insulation to give you added protection from heat in summer and cold in winter—a rigid surface which assures smooth plaster walls—an all over base which eliminates dirty streaks on walls and ceilings—strength which reduces plaster cracks to a minimum.

All of these advantages are offered to you at one low cost in one material—Nu-Wood Insulating Lath.

PARALLEL TO THE PHOTOGRAPH is a cross section of Nu-Wood Insulating Lath showing "V" joint which assures rigidity and uniform insulation value—resists pressure in both directions.

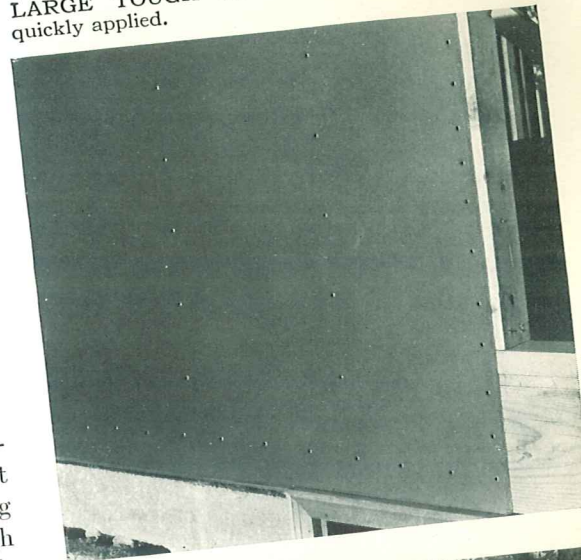
NU-WOOD INSULATING SHEATHING

WITH Nu-Wood Insulating Sheathing you get the full value of a superior weather-proof sheathing plus the advantages of insulation at little or no extra cost—for it replaces other ordinary building materials. You get a stronger house—for Nu-Wood Insulation Sheathing has greater structural strength.

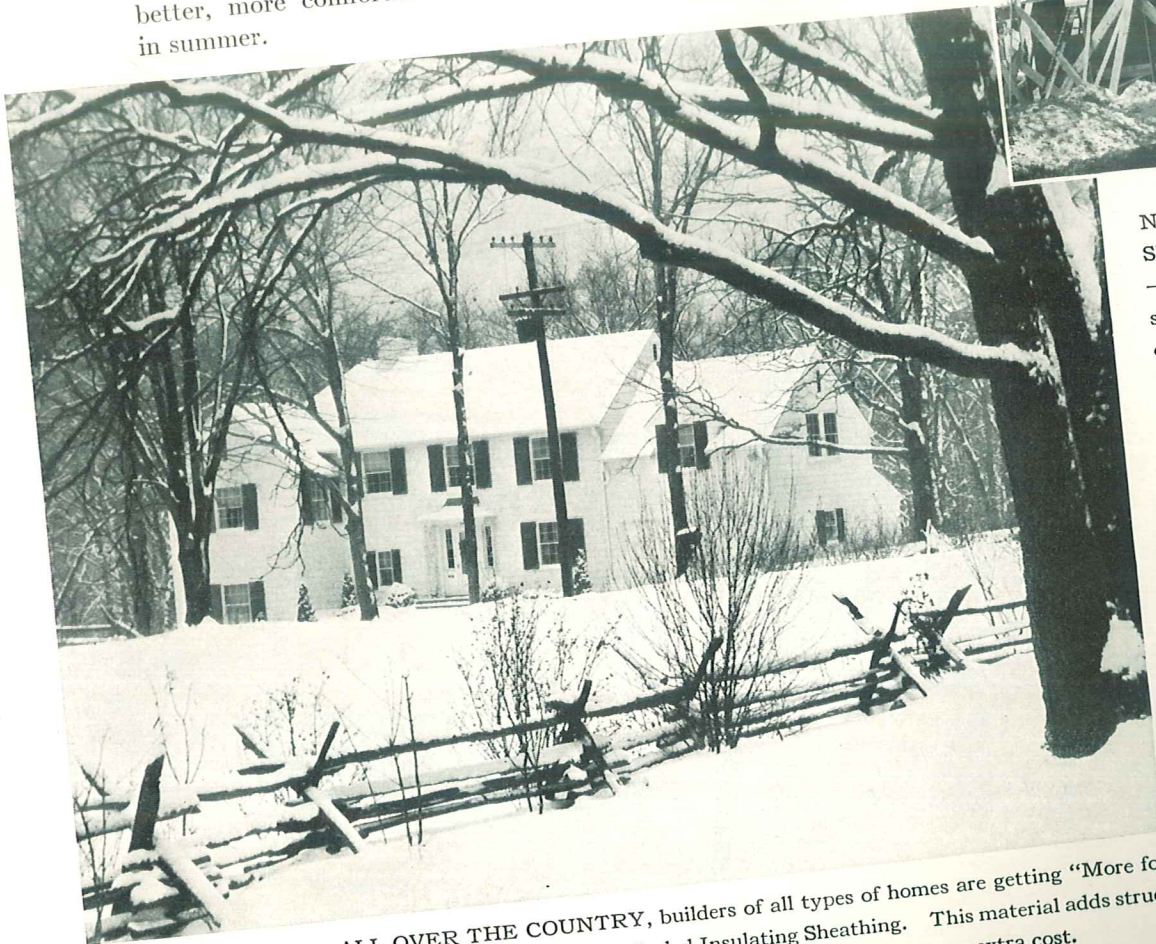
The glossy double-coating on both sides is an entirely new development. It offers greater protection against moisture—protection that is important wherever insulation is used. Because this superior coating does not fill air spaces between fibers, you are assured that the high insulating value of the Nu-Wood core is maintained. Also, the double coating on both sides defies wind infiltration.

For these reasons Nu-Wood Insulating Sheathing assures you of a better, more comfortable home—easier to heat in winter—cooler in summer.

LARGE TOUGH moisture-proofed boards are quickly applied.



NU-WOOD INSULATING SHEATHING is quickly applied—eliminates building paper—fits snugly around windows and doors, preventing infiltration. Special moisture-proof coating on all surfaces and edges.



ALL OVER THE COUNTRY, builders of all types of homes are getting "More for their Money" with Nu-Wood Sealed Insulating Sheathing. This material adds structural strength and insulates against heat and cold at little or no extra cost.

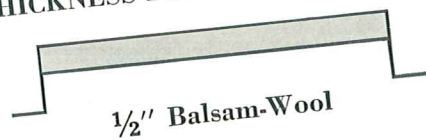
NEW TYPE BALSAM-WOOL

BALSAM-WOOL is sealed insulation designed to answer most efficiently every insulation requirement. Its sealed feature is your assurance that this efficiency, completely protected from moisture, will be maintained always.

And once applied, Balsam-Wool is there to stay—nailed in place with a new type Spacer Flange*, it cannot pack or settle—assures air spaces front and back. Balsam-Wool anticipates every insulation requirement—is protected against decay, vermin, and disintegration.

**BALSAM-WOOL APPLIED PRICE REDUCED—
NEW FLANGE MAKES POSSIBLE LOWER
APPLICATION COSTS. ASK YOUR LUMBER
DEALER FOR DETAILS.**

A THICKNESS FOR EVERY REQUIREMENT



WIDTHS: (1/2" and 1") 12", 16", 20", 24" and 33". (Wall-Thick) 12", 16", 20", 24".

(Top) SPACER FLANGE* on new type Balsam-Wool being fastened to studs with automatic stapler—easier, faster, positive application. Spacer Flange* allows guide line on studs for lather. Balsam-Wool cannot sag nor settle—it is there to stay.

(Above) SECTION SHOWING HOW Spacer Flange* fits over framing members, forming a tight wind-proof joint—assuring necessary air space front and back.

*Patent Pending.

Guarantee of Satisfaction BALSAM-WOOL *Sealed* INSULATION

To the Homeowner:

Install Balsam-Wool (any thickness) in your attic so that the entire ceiling or roof area is insulated. Follow application instructions in bundle. Use it one year (12 months). If you are not entirely satisfied with the advantages of *Balsam-Wool*—if it has not helped you save fuel and given your home greater year-around comfort, you may return it to the dealer from whom it was purchased. He will refund your money—PLUS the original cost of application.

_____ is an authorized Balsam-Wool *Sealed* Insulation dealer and is hereby licensed to sell Balsam-Wool under the terms of the above guarantee.



WOOD CONVERSION COMPANY
SAINT PAUL, MINNESOTA
NEW YORK · CHICAGO · CLOQUET
PRODUCT OF WEYERHAEUSER



NEW TYPE BALSAM-WOOL SEALED Insulation is quickly and easily applied in the attic of your present home. You can use an automatic stapler, hammer and tacks, or wood lath, whichever suits you best. This man is applying the new type Balsam-Wool with hammer and tacks. Lath is placed over joists when no flooring is to be used.



THE BALSAM-WOOL GUARANTEE

BALSAM-WOOL offers you a money-back guarantee of satisfaction. This is the only manufacturer's guarantee which absolutely assures you that you can insulate the attic of your present home and be certain of fuel savings and year 'round comfort.

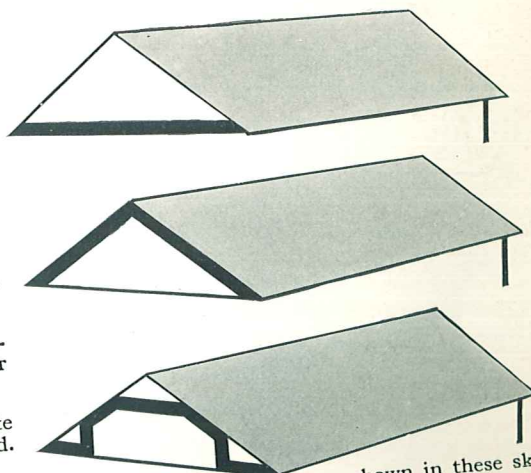
Balsam-Wool can quickly and easily be applied in your attic. With the new type Spacer flange* you get a positive seal against heat loss, infiltration, or moisture. You get efficient insulation that will make your upstairs rooms and your whole house more comfortable.

*Patent Pending.

(Top Sketch) If attic is unfloored, and not to be finished, install Balsam-Wool between floor joists.

(Center Sketch) If attic is floored, install Balsam-Wool between roof rafters. You can finish attic space later without disturbing Balsam-Wool.

(Bottom Sketch) To add an attic room and insulate at the same time, apply Balsam-Wool as illustrated. Provide cross ventilation with windows or louvers.



Whenever insulation is used as shown in these sketches, cross ventilation must be provided in unheated space between insulation and roof.

CEILING - Nu-Wood Ivory
Tile, Square Pattern
MOLDING - Kolor-Trim Cove
Pattern No. 1, Color No. 10

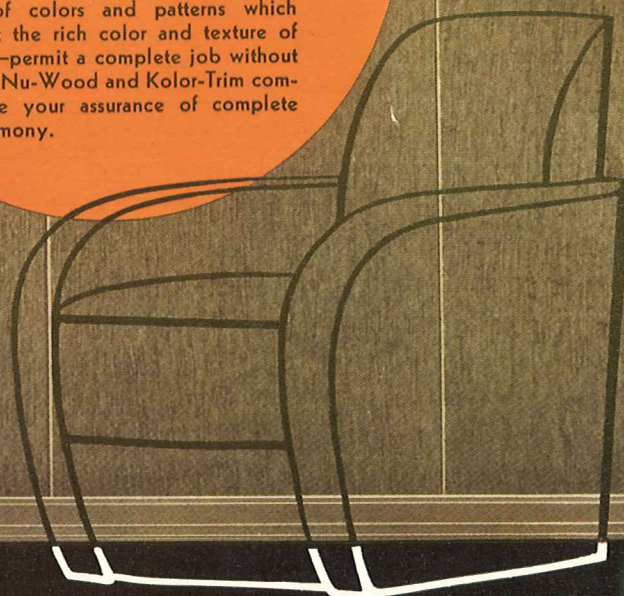
WALL - Nu-Wood Variegated
Color Tile
CHAIR RAIL - Kolor-Trim
Pattern No. 2, Color No. 10

WAINSCOT - - Nu-Wood
Wainscot

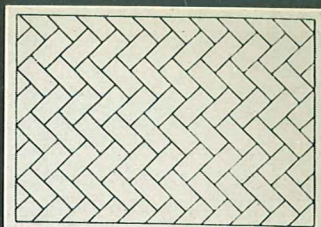
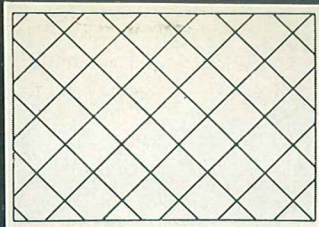
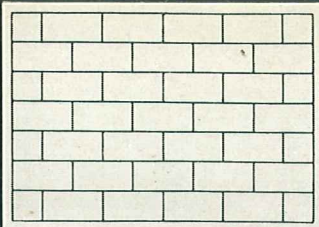
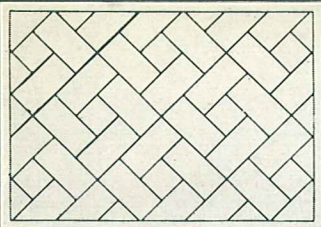
BASE - - - Kolor-Trim
Pattern No. 2, Color No. 10

NU-WOOD Insulating Interior Finish and Kolor-Trim pre-decorated wood moldings, combined in a full color photograph, to show one of the many rich decorative effects possible with these color harmony materials. Nu-Wood Tile and Wainscot are used on this wall and ceiling—offering beauty, insulation, and sound correction in one economical operation.

Kolor-Trim moldings are available in a variety of colors and patterns which bring out the rich color and texture of the wall—permit a complete job without painting. Nu-Wood and Kolor-Trim combined are your assurance of complete color harmony.



DECORATIVE • ACOUSTICAL • STRUCTURAL



SOME NU-WOOD INTERIOR FINISH WALL AND CEILING PATTERNS

NU-WOOD PRODUCTS

NU-WOOD BEVEL LAP PLANK—An attractive insulating and acoustical interior finish for wall and ceiling treatment. Sizes— $\frac{1}{2}$ " thick—6", 8", 10", 12", and 16" wide. Standard lengths 6', 8', and 10'. Colors—Variegated, Tan, Ivory and Sta-Lite.*

NU-WOOD BEVEL LAP TILE—An attractive insulating and acoustical interior finish for ceilings and walls. Sizes— $\frac{1}{2}$ " thick—12" x 12", 12" x 24", 16" x 16", 16" x 32", 24" x 24", 24" x 48". Colors—Variegated, Tan, Ivory and Sta-Lite.*

NU-WOOD WAINSCOT—An attractive insulating and acoustical interior finish treatment—50% tougher surface for use where wall is subject to abuse. Sizes— $\frac{1}{2}$ " thick—2' and 4' widths. 3', 4', and 5' lengths. Special Ship-lap joint on vertical edges. Color—Mahogany.

NU-WOOD ACCESSORIES—Made of the same materials as Nu-Wood Interior Finish units, for moldings, friezes, ornaments, see page 24.

KOLOR-TRIM—Predecorated wood moldings designed by color and design authorities to harmonize with and to be used only with Nu-Wood Interior Finish. See Page 22 for full range of colors and sizes.

NU-WOOD BOARD—An attractive insulating, acoustical, and structural material for varying usages. Can be cut, grooved and designed in many attractive patterns. Sizes— $\frac{1}{2}$ " thick—4' wide—4' to 12' long. Colors—Tan, Ivory and Sta-Lite.*

NU-WOOD LATH—An excellent insulating plaster base which adds structural strength. Eliminates dirty lath marks and reduces plaster cracks. V-Joint assures thorough insulation and increases rigidity. Sizes— $\frac{1}{2}$ " thick—16" x 48". 1" thickness on request.

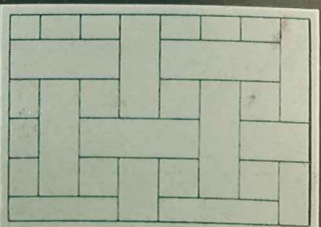
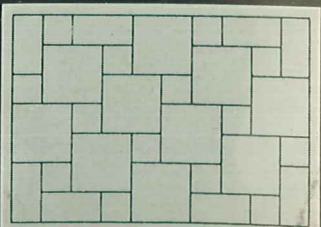
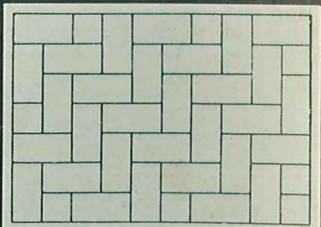
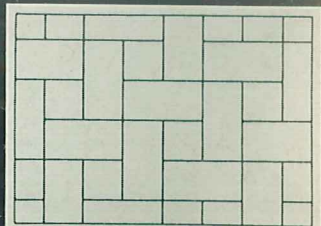
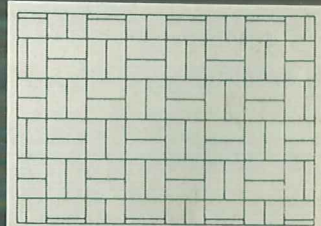
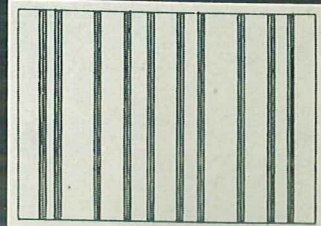
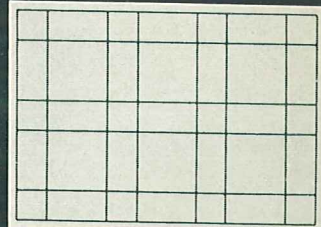
NU-WOOD SHEATHING—A rugged water-proofed insulating covering for framing members. Replacing ordinary sheathing and building paper—adding structural strength. Sizes— $\frac{25}{32}$ " thick—4' wide—7', 8', 8 $\frac{1}{2}$ ', 9', 9 $\frac{1}{2}$ ', 10', and 12' long. Also 2' x 8' with Ship-lap edge.

TUFF-WOOD—An all-purpose hard board suitable for wainscot, kitchen and bathroom walls and wherever a hard surface board is required. Can be painted or enameled in washable colors. Furnished in tile or plain surface. Sizes— $\frac{1}{8}$ ", $\frac{3}{16}$ ", and $\frac{1}{4}$ " thick—4' x 4', 6', 8', 9', 10', and 12' sheets. Also 2' x 4' and 3' x 4'.

NU-WOOD ROOF INSULATION—An excellent roof deck insulation material. Sizes—22" x 47". Thicknesses— $\frac{1}{2}$ ", 1", 1 $\frac{1}{2}$ ", and 2".

NOTE—Nu-Wood Board, Tile and Plank are available in 1" thickness and in special sizes on request.

*NU-WOOD STA-LITE is an entirely new type product. Maintaining the interesting texture and the other outstanding Nu-Wood qualities, it offers in addition extremely high light reflection and permanence. Sta-Lite Tile and Plank, because of a special joint, are not interchangeable with Ivory, Tan and Variegated Nu-Wood Tile and Plank.



CEILING - - Nu-Wood
Variegated Color Tile

MOLDING - Kolor-Trim Cove
Pattern No. 1, Color No. 10

WALL - Nu-Wood Board
Light Tan Color

JOINT - Kolor-Trim, Bead
Pattern No. 4, Color No. 50

WAINSCOT - - Nu-Wood
Board, Light Tan Color

BASE - - Kolor-Trim
Pattern No. 2, Color No. 10

WOOD CONVERSION COMPANY

SAINT PAUL, MINNESOTA

MAKERS OF NU-WOOD and BALSAM-WOOL
PRODUCTS OF WEYERHAEUSER